

HARFORD COUNTY HEALTH DEPARTMENT
Local Health Action Plan

Priority #2: Tobacco

Baseline and Goal for 2014:

	County Baseline	Maryland Baseline	County 2014 Target	Maryland 2014 Target
Percentage of adults that currently smoke (BRFSS 2008-2010)	20.3%	15.2%	18.6%	13.5%
Percentage of high school students (9-12) that have used any tobacco product in the past 30 days (MYTS 2010)	26.8%	24.8%	24.8%	22.3%

Strategies:

- A. Increase number of smoke free public municipal areas
- B. Encourage businesses to adopt tobacco free campuses
- C. Change the distributing of tobacco products to minors from a criminal to a civil offense

Strategy A. Increase number of smoke free public municipal areas

Actions	Responsible Parties	Timeline	Measure
Engage and educate local Community Based Organizations (CBO) and municipal stakeholders as to importance of policy adoption to the health and well-being of the community. Recruit representation from this group.	TW, HCHD Tobacco Health Educator, CBO, Municipal leaders	June 2013	Schedule of meetings with municipalities Number of participating municipalities
Participate in community events to educate municipal employees and the public regarding the negative effects of high rate of tobacco	TW, Healthy Harford, HCHD Tobacco Health Educator, municipal employees	December 2014	Number of municipalities participating Number of employees from each

usage in Harford County on the health and well-being of our community. Recruit representation from this group – in particular youth and minorities.			municipalities attending events
Design and offer targeted smoking cessation programs to municipal employees, as well as access to low/no cost cessation assistance medication. Train a minority tobacco cessation specialist to provide peer cessation services to minority populations.	TW, Healthy Harford, HCHD Tobacco Health Educator	December 2014	Number of available classes per 1,000 employees % of tobacco using minorities attending classes Percentage of employees in need of cessation medication able to access it via program
Develop media material that ties tobacco policy implementation to a comprehensive community wellness initiative aimed at improving the health and increasing the life expectancy of all Harford County residents and educates population regarding enforcement.	TW, CEW, Healthy Harford, HCHD Tobacco Health Educator, Media Specialist, municipalities	December 2012	Number of people reached by campaign Number of enforcement violations
Record and broadcast a Public Health Matters local cable network show that highlights the negative effects of second hand smoke and the importance of local Tobacco Policies to reduce exposure.	Health Officer, tobacco/health expert	June 2013	Number of viewers

Strategy B. Encourage businesses to adopt tobacco free campuses

Actions	Responsible Parties	Timeline	Measure
Develop a Harford County Tobacco Free Business guidance and presentation to assist businesses with adopting tobacco free campus policies. Utilize media material from tobacco policy and comprehensive community wellness initiative mentioned above.	TW, Harford County Health Department (HCHD) Tobacco Education Specialist (TES), Media Specialist	December 2012	Completed guidance tool-kit Number of businesses/agencies that achieve Healthy Business Designation
Develop a list of organizations that perform employee Health Assessments and screenings.	TW, HealthLink. Area medical providers	October 2012	List of screening providers

Offer additional smoking cessation classes per semester to accommodate the increased demand for services. Train minority cessation specialist for culturally sensitive peer counseling.	Harford County Health Department Community Health Education (HCHD-CHE), Minority CBOs.	December 2014	Number of available cessation classes Number of participants registering for classes
Conduct presentations to Chamber of Commerce, CBOs, and Nonprofits providing data supporting Tobacco Free Campuses and outlining economic costs and health consequences.	TW, Healthy Harford, Chamber of Commerce, Area businesses, CBOs and non-profits	December 2014	Number of agencies attending presentations Number of agencies inquiring about Tobacco Free Business program.
Establish support network for businesses, CBOs, and non-profits adopting a Tobacco Free Campus policy including training, tool-kit, and peer support contacts.	TW, HCHD- CHE Tobacco Education Specialist (TES), Chamber of Commerce	December 2014	Number of agencies enrolling in support program Number of agencies enrolled as peer support contacts
Provide trainings and toolboxes to physicians that highlight negative effects of tobacco and the importance of tobacco prevention and cessation.	TW, HCHD Health Educator, Media Specialist, Healthy Harford, Hospital	December 2014	Number of participating physician practices Number of patients receiving obesity consultations
Provide educational trainings to child care providers, including tool-kits to help them incorporate age appropriate tobacco awareness and prevention messages.	TW, HCHD Health Educator, Media Specialist, Healthy Harford, Child Care Centers	December 2014	Number of child care centers receiving training Number of children affected by training

Strategy C. Change the distributing of tobacco products to minors from a criminal to a civil offense

Actions	Responsible Parties	Timeline	Measure
Tobacco Workgroup, in consultation with tobacco policy experts from the Maryland Wellness Institute (MWI), will research legislation and enforcement efforts regarding switch to civil offense for sale to minors in other Maryland jurisdictions.	TW, Harford County Health Department, Community Health Education (HCHD-CHE), MWI	June 2012	Comparative research on adoption and implementation of policy in other jurisdictions.
Reach out to members of County Council, as the Board of Health, to educate them regarding	TW, HCHD-CHE, Healthy Harford	June 2013	Number of County Council members interested in public

the importance of the policy change; data statistics on youth smoking rates, public health implications, success of policy change in other counties, etc.			health initiative.
In consult with the Maryland Wellness Institute and county attorney, the TW will draft language for civil legislation bill.	CTGC, TW, HCHD-CHE, MWI, Harford County attorney	June 2013	Completed draft of legislation
Reach out to members of County Council, as the Board of Health, to find a champion to support change in legislation.	CTGC, TW, HCHD-CHE, Healthy Harford, clinicians	December 2013	Number of County Council members interested in public health initiative.
In preparation of passage, the Harford County Health Department, in consultation with the Maryland Wellness Institute and the Sheriff's Office, will develop enforcement and training policies and procedures.	CTGC, TW, MWI, HCHD-CHE, Sheriff's Office	December 2013	Completed guidance for policy training and enforcement 75-80 enforcement operations per annum will take place once policy change has taken affect.
Monitor implementation and enforcement of policy. Evaluate effect of policy on populations experiencing health disparities.	TW, HCHD-CHE	December 2014	Number of violators per annum Percentage increase/decrease of smoking rate Percentage increase/decrease of smoking rates of target populations i.e. youth, minorities